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The College Placement Council, Inc.

Recruiting '84

The national association for career planning, placement & recruitment / 62 Highland Ave., Bethlehem, PA 18017 October 1983

Employers Anticipate Increased Hiring in 1984

Recruiting 84 supports the cliche, "There's some good news and some bad news."

The good news is that, at this early reading, employers have indicated they expect demand for new college graduates to pick up in 1984. Across the board, in all four curricular areas, at each degree level, increases in hiring were anticipated.

The bad news is that, in addition to the 443 employers who provided the above information, another 74 could furnish only partial data or no data at all because their plans were so uncertain. Many in the group said that they had not recruited in two years. Others were still sifting through the aftermath of massive layoffs and reorganizations. In several cases the organization no longer had a recruitment function.

But even this group expressed the opinion that things should look better in '84. All said they thought that their organizations had pulled out of the two-year tailspin. Comments such as "The end is in sight," and "We now see a glimmer of hope," were common.

Overall, it appears that employers plan to hire 24 percent more college graduates this year but will go to fewer schools and not increase interviewing activity significantly.

One of the most encouraging signs was the estimate by 57 percent of the employers that they expect the economic outlook for their organization to improve in the last half of 1983. Another 34 percent thought things would remain the same. When asked to project for the first half of 1984, most respondents were even more optimistic, with 68 percent expecting improvement, and 25 percent saying there would be no change from the last half of '83.

In each of the four curricular categories surveyed, marked improvement in anticipated openings was reported, compared with last year. Percentage increases in anticipated hiring at the bachelor's level ranged from 19 percent in the "business" category to 36 percent in the "sciences, math, and other technical" category.

At first glance these sizeable increases may seem to indicate a booming job market. However, to maintain proper perspective, it is important to keep several points in mind.

First, the most depressed job market for new college graduates in recent years occurred in the last two years. Therefore, increases are being compared with unusually low-volume years.

For example, the 21 percent increase in the number of engineering graduates expected to be hired this year does not necessarily mean that engineering students will enjoy the buyer's market of several years ago when it was not uncommon for an engineer to receive seven, eight, or even more job offers.

What it does mean is that employers will be hiring at some level above a year ago.

By specific type of employer, all 17 categories expected increases in employment opportunities. While in some categories the data reflected a few employers reporting significant increases, there appears to be a trend toward moderately increased hiring by most employers.

Again, what appear to be meteoric increases in several of the employer categories—68 percent increase over last year in the petroleum and allied products group—may represent merely a return to some level of normalcy rather than expanded opportunities. The reader is cautioned to keep in mind that the number of hires last year, which the comparison is based on, was relatively small.

Although hiring is expected to be up, only a 1 percent increase was anticipated in the number of interview schedules to be conducted although there were significant variations in some employer categories.

A 2 percent drop in the number of campuses scheduled for recruiting visits was expected. It seems that many employers expect to go to fewer campuses and carry out a more intense recruiting program on those campuses.

More about the study on page 2.

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Table 1
Number of Hires and Percentage Change by Curricular Groupings and Degree Levels

October 1983

	Bachelor's			Master's			Doctoral			Curriculum Total		
	No. Hires 1983-84[1]	No. Hires 1982-83[2]	Percent Change	No. Hires 1983-84	No. Hires 1982-83	Percent Change	No. Hires 1983-84	No. Hires 1982-83	Percent Change	No. Hires 1983-84	No. Hires 1982-83	Percent Change
Engineering (incl. engineering technologies)	18,193 (313)	15,059 (299)	+ 21%	2,318 (144)	1,562 (129)	+ 48%	642 (90)	305 (60)	+110%	21,153	16,926	+ 25%
Science, Math, & Other Technical (incl. computer science, chemistry, physics, etc.)	7,539 (277)	5,548 (259)	+ 36	1,516 (124)	1,084 (113)	+ 40	1,004 (77)	509 (69)	+ 97	10,059	7,141	+ 41
Business (incl. accounting, marketing, business management, finance, etc.)	18,734 (335)	15,680 (313)	+ 19	4,351 (173)	3,757 (178)	+ 16	16 (6)	15 (7)	*	23,101	19,452	+ 19
Other Non-Technical (incl. liberal arts, humanities, social sciences, home economics, etc.)	3,303 (170)	2,754 (169)	+ 20	246 (35)	245 (48)	0	41 (11)	28 (15)	*	3,590	3,027	+ 19
Degree Total	47,769	39,041	+ 22	8,431	6,648	+ 27	1,703	857	+ 99	57,903	46,546	+ 24

[1] Actual and anticipated hires.
[2] Actual hires.
( ) Figures in parentheses are number of employers reporting hires in that category. A difference between any two years results when employers indicate they did not hire in that category for one of the two years.
* Percentage not meaningful because of small volume.
† Final totals represent data reported by 443 employers.

A NOTE ABOUT THE STUDY

Recruiting 84 covers positions available in employing organizations in business, industry, government, and non-profit and educational institutions, except for teaching positions. Four broad curricular areas are surveyed at three degree levels. Tables provide summary data by curricular groupings (Table 1), detailed data by type of employer (Table 2), and summary data by type of employer for interview schedules and campuses scheduled for recruiting visits (Table 3).

The questionnaires for the current report were mailed on July 21, 1983, to 690 employers in the private sector. By the cutoff date, usable responses were received from 64 percent. Federal Government data were furnished by the Recruitment and Job Information Section, U S. Office of Personnel Management.

Recruiting 84, begun in 1970-71, is based on data furnished by employers. One report is issued during the year in early October.

The cooperation of the employers who responded to this survey is gratefully acknowledged by the CPC staff. Without their assistance, this current assessment of college recruitment would not have been possible.

Initial distribution of the report is made only to members of the College Placement Council, subscribers to the *Salary Survey* package, and to non-member employers who furnished information for the survey. Non-members can obtain this report for $10.

Table 2
Number of Hires by Curricular Group and Type of Employer

October 1983

Type of Employer		1983-84 Hires Bachelor's	Master's	Doctoral	1983-84 Total	1982-83 Total	Percent Change
Business							
Accounting - Public							
Engineering		55	55		110	94	*
Science, Math, & Other Technical		115	240		355	305	+ 16%
Business		7,183	1,910	5	9,098	8,190	+ 11
Other Non-Technical			25		25	20	*
	Total	7,353	2,230	5	9,588	8,609	+ 11
Banking, Finance, & Insurance							
Engineering		12	2	2	16	14	*
Science, Math, & Other Technical		504	23		527	532	- 1
Business		1,692	633		2,325	1,896	+ 23
Other Non-Technical		641	20		661	563	+ 17
	Total	2,849	678	2	3,529	3,005	+ 17
Merchandising & Services							
Engineering		115	20	5	140	101	*
Science, Math, & Other Technical		440	26	2	468	377	+ 24
Business		3,124	95		3,219	2,680	+ 20
Other Non-Technical		902	5		907	816	+ 11
	Total	4,581	146	7	4,734	3,974	+ 19
Manufacturing / Industrial							
Aerospace, Electronics, & Instruments							
Engineering		7,537	987	126	8,650	7,877	+ 10
Science, Math, & Other Technical		2,723	437	74	3,234	2,682	+ 21
Business		1,997	413		2,410	2,441	- 1
Other Non-Technical		375	106	2	483	626	- 23
	Total	12,632	1,943	202	14,777	13,626	+ 8
Automotive & Mechanical Equipment							
Engineering		1,842	228	49	2,119	1,500	+ 41
Science, Math, & Other Technical		437	33	39	509	223	+ 128
Business		589	222		811	455	+ 78
Other Non-Technical		70	18		88	28	*
	Total	2,938	501	88	3,527	2,206	+ 60
Building Materials Mfrs. & Construction							
Engineering		327	17	8	352	252	+ 40
Science, Math, & Other Technical		49	10	5	64	23	*
Business		169	27		196	98	*
Other Non-Technical		27			27	22	*
	Total	572	54	13	639	395	+ 62

Blank spaces occur where no hires were reported.
*Percentage not meaningful because of small volume.

Continued

Table 2 Continued

Type of Employer	1983-84 Hires Bachelor's	Master's	Doctoral	1983-84 Total	1982-83 Total	Percent Change
Chemicals, Drugs, & Allied Products						
Engineering	1,485	197	147	1,829	956	+ 91%
Science, Math, & Other Technical	736	236	567	1,539	825	+ 87
Business	876	271		1,147	769	+ 49
Other Non-Technical	208	8	12	228	126	*
Total	3,305	712	726	4,743	2,576	+ 77
Electrical Machinery & Equipment						
Engineering	1,893	201	71	2,165	1,854	+ 17
Science, Math, & Other Technical	463	102	66	631	278	+127
Business	728	109	1	838	734	+ 14
Other Non-Technical	56	15	3	74	57	*
Total	3,140	427	141	3,708	2,923	+ 27
Food & Beverage Processing						
Engineering	99	11		110	97	*
Science, Math, & Other Technical	75	13	6	94	71	*
Business	182	113	1	296	244	+ 21
Other Non-Technical	84	2		86	46	*
Total	440	139	7	586	458	+ 28
Glass, Paper, Packaging, & Allied Products						
Engineering	82	4	1	87	56	*
Science, Math, & Other Technical	32	3	1	36	31	*
Business	140	13		153	127	*
Other Non-Technical	27			27	45	*
Total	281	20	2	303	259	+ 17
Metals & Metal Products						
Engineering	344	39	19	402	247	+ 63
Science, Math, & Other Technical	88	6		94	73	*
Business	117	22		139	134	*
Other Non-Technical	29	5	2	36	26	*
Total	578	72	21	671	480	+ 40
Petroleum & Allied Products (incl. Nat. Gas)						
Engineering	902	98	78	1,078	593	+ 82
Science, Math, & Other Technical	424	193	91	708	421	+ 68
Business	490	184	5	679	443	+ 53
Other Non-Technical	20	4	16	40	33	*
Total	1,836	479	190	2,505	1,490	+ 68

Continued

Table 2 Continued

Type of Employer	1983-84 Hires			1983-84	1982-83	Percent
	Bachelor's	Master's	Doctoral	Total	Total	Change
Research & / or Consulting Organizations						
Engineering	249	162	81	492	434	+ 13%
Science, Math, & Other Technical	135	97	101	333	260	+ 28
Business	49	41	3	93	74	*
Other Non-Technical	17	11	5	33	35	*
Total	450	311	190	951	803	+ 18
Tire & Rubber						
Engineering	4			4		*
Science, Math, & Other Technical	14			14		*
Business	81	26		107	54	*
Other Non-Technical						*
Total	99	26		125	54	*
Utilities - Public (incl. Transportation)						
Engineering	1,573	90	10	1,673	1,457	+ 15
Science, Math, & Other Technical	659	56	1	716	615	+ 16
Business	643	121	1	765	663	+ 15
Other Non-Technical	220	1	1	222	259	– 14
Total	3,095	268	13	3,376	2,994	+ 13
Other Business & Non-Profit Organizations						
Other Business & Industry						
Engineering	1,640	195	42	1,877	1,339	+ 40
Science, Math, & Other Technical	519	29	47	595	288	+107
Business	665	147		812	440	+85
Other Non-Technical	196	18		214	109	*
Total	3,020	389	89	3,498	2,176	+ 61
Non-Profit & Educational Institutions						
Engineering	34	12	3	49	55	*
Science, Math, & Other Technical	126	12	4	142	137	*
Business	9	4		13	10	*
Other Non-Technical	431	8		439	216	+103
Total	600	36	7	643	418	+ 54

Blank spaces occur where no hires were reported.
*Percentage not meaningful because of small volume.

Table 3
Number of Hires and Number of Interview Schedules and Campuses Scheduled for Recruiting Visits

October 1983

Type of Employer	No. of Employers	Number of Hires: No. Hires 1983-84[1]	Number of Hires: No. Hires 1982-83[2]	Number of Hires: Percent Change	Number of Interview Schedules†: No. of Schedules 1983-84[3]	Number of Interview Schedules†: No. of Schedules 1982-83[4]	Number of Interview Schedules†: Percent Change	Number of Campuses Scheduled For Recruiting Visits: No. of Campuses 1983-84	Number of Campuses Scheduled For Recruiting Visits: No. of Campuses 1982-83	Number of Campuses Scheduled For Recruiting Visits: Percent Change
Business										
Accounting - Public	14	9,588	8,609	+ 11%	11,215	11,376	– 1%	2,736	2,864	– 4%
Banking, Finance, & Insurance	51	3,529	3,005	+ 17	2,961	2,619	+ 13	1,166	1,122	+ 4
Merchandising & Services	39	4,734	3,974	+ 19	3,741	2,840	+ 32	1,149	1,088	+ 6
Manufacturing / Industrial										
Aerospace, Electronics, & Instruments	48	14,777	13,626	+ 8	12,076	13,015	– 7	2,909	3,148	– 8
Automotive & Mechanical Equipment	25	3,527	2,206	+ 60	1,681	1,347	+ 25	512	475	+ 8
Building Materials Mfrs. & Construction	16	639	395	+ 62	895	967	– 7	335	397	– 16
Chemicals, Drugs, & Allied Products	33	4,743	2,676	+ 77	9,431	10,139	– 7	1,605	1,699	– 6
Electrical Machinery & Equipment	13	3,708	2,923	+ 27	4,272	4,529	– 6	947	962	– 2
Food & Beverage Processing	17	586	458	+ 28	1,039	931	+ 12	413	389	+ 6
Glass, Paper, Packaging, & Allied Prod.	10	303	259	+ 17	530	504	+ 5	269	302	– 11
Metals & Metal Products	23	671	480	+ 40	1,202	891	+ 35	456	337	+ 35
Petroleum & Allied Products	18	2,505	1,490	+ 68	5,501	4,856	+ 13	1,019	1,094	– 7
Research &/or Consulting Organizations	31	951	803	+ 18	884	872	+ 1	450	416	+ 8
Tire & Rubber	1	125	54	*	228	174	*	177	166	*
Utilities - Public (incl. Transportation)	78	3,376	2,994	+ 13	2,306	2,369	– 3	1,017	1,056	– 4
Other Business & Non-Profit Organizations										
Other Business & Industry	20	3,498	2,176	+ 61	1,698	1,433	+ 18	480	479	0
Non-Profit & Educational Institutions	6	643	418	+ 54	770	714	+ 8	507	457	+ 11
Total	443	57,903	46,546	+ 24	60,430	59,576	+ 1	16,147	16,451	– 2

† One interview schedule represents between eleven and fourteen individual student interviews conducted by one recruiter. Both full and partial interview schedules were counted equally.

[1] 1983-84 figures are actual and anticipated hires.

[2] 1982-83 figures are actual hires.

[3] 1983-84 figures are anticipated interview schedules.

[4] 1982-83 figures are interview schedules conducted.

* Percentage not meaningful because of small volume.

Table 4
Public Sector:
Number of Hires and Percentage Change

October 1983

Federal Government	Bachelor's			Master's		
	Fiscal Year 1984	Fiscal Year 1983	Percent Change	Fiscal Year 1984	Fiscal Year 1983	Percent Change
Engineering	3,700	3,700	0%	800	800	0%
Physical Science, Mathematics and Statistics (Includes computer specialists)	700	700	0	175	175	*
Agriculture and Life Sciences	250	300	− 17	40	50	*
Business and Public Administration						
Accountants and Auditors	500	500	0	75	75	*
Internal Revenue Agents	450	450	0	10	10	*
Presidential Management Interns				200	200	0
Liberal Arts and Miscellaneous						
Other Professional / Administrative Positions	3,000	3,000	0			
Middle Level Administrative and Staff Positions				2,000	2,000	0
Social Sciences	200	200	0	100	100	*
Educators	125	125	*	225	225	0
Medicine and Health	1,250	1,250	0	750	750	0
Cooperative Education Conversions (appointments of graduates to permanent jobs)	1,500	1,500	0	200	150	*
Total	11,675	11,725	−0.4	4,575	4,535	+0.9

* Percentage not meaningful because of small volume.

Source: Data and analysis provided by the Recruitment and Job Information Section, U.S. Office of Personnel Management, reflect statistics for all hiring by Federal agencies in competitive civil service positions appropriate for career entry by college graduates — not exclusively 1983-84 graduates or students recruited through on-campus interviews. The figures provided for both fiscal years are estimates since actual data were not available at the time of publication. (A fiscal year begins on October 1 and ends on September 30 the following year.)

In fiscal year 1984, the number of entry-level positions in the federal government for college graduates will remain depressed. The exception will be in the engineering field at both the bachelor's (GS-5/7) and master's (GS-9) levels. Hiring will remain at a moderate level for the health fields because of the large number of employment facilities and variety of occupations.

The Professional and Administrative Career Examination which covered administrative positions at the college entry level (GS-5/7) was terminated in 1982. For these positions agencies now make selections from among persons who apply directly to them.

Employer Classification Definitions

Business

Accounting-Public – includes firms engaged primarily in public accounting.

Banking, Finance & Insurance – includes finance firms such as banks and trust companies, other credit agencies, holding (but not predominantly operating) companies, other investment companies, brokers, and securities and commodity firms. All types of insurance firms, agents and brokers, and real estate agencies, title companies and developers are also included.

Merchandising & Services – includes establishments engaged in services (not covered in Accounting-Public and Banking, Finance & Insurance) other than manufacturing products. Examples are: retail/wholesale establishments, distributors of all types, hotels, restaurants, amusement, entertainment, and recreational facilities (other than government), advertising agencies, car rental agencies, printing and publishing firms, media services (i.e., radio, television, newspaper), equipment repair and maintenance services, computer services (i.e., systems analysis, software time sharing, data processing).

Manufacturing / Industrial

Aerospace, Electronics & Instruments – includes manufacturers of space vehicles, satellites, guided missiles and other aerospace equipment and instrumentation which is primarily electronic in nature. Also included in this category are manufacturers of electronic communication equipment, computers, and other electronic components, and electronic accessories for these products.

Automotive & Mechanical Equipment – includes manufacturers of equipment which operate on turbines or internal combustion engines such as farm, construction and mining machinery; transportation equipment (trucks, buses, railroad cars, automobiles); industrial mechanical equipment having detachable electric motors such as pumps, refrigeration, heating and ventilation equipment; and other mechanical equipment such as conveyors and machine tools. Manufacturers of parts and accessories for this equipment are also included. However, household appliances are classified in Electrical Machinery & Equipment.

Building Materials Mfrs. & Construction – includes general building contractors engaged in design and construction of residential dwellings, office buildings, stores and other projects of similar character. Additionally, contractors of heavy construction (i.e., bridges, highways, dams, sewage collection) are included. Manufacturers of materials used in this construction (i.e., lumber, concrete, bricks) and related specialty construction (i.e., plastering, carpentry, excavation) also belong in this category.

Chemicals, Drugs & Allied Products – includes firms producing basic chemicals and manufacturing products by predominantly chemical processes to be used for the following: 1) in further manufacture (i.e., plastics, synthetic fibers, dyes); 2) for ultimate consumption (i.e., drugs, cosmetics, soaps); 3) as supplies for other industries (i.e., paints, fertilizers, pesticides, explosives).

Electrical Machinery & Equipment – includes manufacturers of machinery, apparatus and supplies for the generation, storage, transmission and utilization of electrical energy (i.e., generators, switchgear, circuitry, electrical controls, battery chargers, condensors). Manufacturers of major and small household appliances requiring electrical energy (i.e., washers, dryers, blenders, etc.) are also included. Lamps, lighting fixtures and wiring equipment manufacturers are also in this category.

Food & Beverage Processing – includes establishments manufacturing or processing foods and beverages for human consumption, and related products such as oils and fats, ice, and prepared feeds for animals and fowls. Manufacturers who process vegetation into other consumer products such as tobacco should also be included.

Glass, Paper, Packaging & Allied Products – includes manufacturers of 1) glass containers, flat glass, glassware and other glass products (i.e., droppers, test tubes, ornaments, etc.); 2) pulp, paper, and paper products (i.e., tissues, cardboard, bags, envelopes); 3) packaging materials made of glass, paper (i.e., boxes, cartons, tubes) as well as plastic and metal containers.

Metals & Metal Products – includes those establishments engaged in the smelting and refining of ferrous and nonferrous metals, alloying, and manufacture of castings, nails, and wires. Manufacturers of fabricated metals products such as cans, hand tools, cutlery, frames, ordnance, and pipes are also included. However, manufacturers of machine tools which shape metal would be classified in Automotive & Mechanical Equipment.

Petroleum & Allied Products (incl. Natural Gas) – includes firms engaged in exploration, drilling, well operation and maintenance, operation of cycle plants for both oil and natural gas, and mining and extraction of oil from oil sands and oil shale. Establishments engaged in refining and manufacture of fuels, tars, and lubricant oils and greases also belong in this category. *Manufacturers of machinery and equipment* for any of these processes would be classified in Automotive & Mechanical Equipment.

Research and/or Consulting Organizations – includes firms engaged solely in fundamental research or consulting in any field or corporate research units which are completely independent of the parent organization. Research departments or laboratories of corporations where this function is an integral part of the corporation should not be included but belong in the proper corporation classification. Also included are consulting engineering firms where design and construction are not part of the firm's responsibilities.

Tire & Rubber – includes manufacturers of rubber products such as tires, heels, soles, tubes, and flooring from natural, synthetic or reclaimed rubber. Manufacturers which mold primary plastics into other products are also included, however, the firms which manufacture the primary plastic materials and synthetic rubber are classified in Chemicals, Drugs & Allied Products.

Utilities-Public (incl. Transportation) – includes firms which provide to the general public or to other business enterprises passenger and freight transportation (i.e., trucking, railroads, shipping (water), local and suburban transit authorities, airlines), gas, steam, water, or sanitary services, telecommunications, and package delivery.

Other Business and Non-profit Organizations

Other Business and Industry – includes manufacturers and other business establishments which cannot be classified into any of the other currently existing categories according to their definitions (i.e., textile and apparel firms, furniture manufacturers, mining firms). Companies having too many diversified products or services to classify under any one particular type also belong in this category.

Non-profit Organizations & Educational Institutions – includes non-profit organizations of all types no matter what the service or the product. All hospitals and other health care institutions as well as schools and colleges (public and private) are also included.

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